



CAPITAL REGION SENIOR EXPO

Sponsorship & Exhibit Booth Packages

Friday, October 18, 2024 • 8:30am - 1:30pm
Crossgates Mall, Albany



EXHIBITOR BENEFITS	EXPO SPONSOR \$3,500	SUPER-BOOTH \$1,850 Corporate \$1,800 Non-Profit \$1,700 Early Bird	PREMIUM \$925 Corporate \$875 Non-Profit \$800 Early Bird	STANDARD \$675 Corporate \$600 Non-Profit \$550 Early Bird
Logo with support level on marketing materials, website, social media, LifePath's e-newsletter, & on stage	✓	✓		
Name mentioned on television and/or radio advertisements	✓			
Advertisement in the Senior Expo edition of Family Now (due 9/1/24)	✓ 6.375" w x 6.25" h (COLOR)	✓ 4.875" w x 6.25" h (COLOR)	✓ 3.375" w x 6.25" H (B & W)	
Non-sales informative article(s) authored by your company in Senior Expo edition of Family Now (due 9/1/24)	✓ 300 words			
Company name listed in the Exhibitor Directory of the Senior Expo edition of Family Now (must reserve by 9/1/24)	✓	✓	✓	✓
Advertisement in LifePath's e-newsletter	✓			
Booth at event (10' W x 6' D) with (1) 6' table and (2) chairs	✓ triple	✓ double	✓ prime location	✓
Color signage in booth	✓	✓		
Opportunity to host health and wellness activity in booth	✓			
Logo or name on Expo Map	✓ logo highlighted	✓ name	✓ name	✓ name
Support of the LifePath mission	✓	✓	✓	✓
NEW FOR 2024...MINI EXPOS We're bringing the Expo to our older neighbors at the Cohoes & Watervliet Senior Centers and Westview Homes (680 Central Ave.) Thurs, 11/7 - Westview Homes • 10-11:30 am Wed, 11/20 - Watervliet Senior Center • 10-11:30 am - Cohoes Senior Center • 1-2:30 pm	✓	✓		

Name: _____

Business/Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website: _____

PAYMENT

- A check made payable to LifePath is enclosed
- Please charge the card below

- Sponsor \$3,500
- SuperBooth \$1,850 Corporate • \$1,800 Non-Profit • \$1,700 Early Bird
- Premium \$925 Corporate • \$875 Non-Profit • \$800 Early Bird
- Standard \$675 Corporate • \$600 Non-Profit • \$550 Early Bird

* Early Bird must be paid by 7/15/24 • Non-Profit rate must provide documentation • Sponsorship & Vendor Booths are non-refundable

Card Number: _____ Exp. Date: _____ CID: _____

Name on card: _____ Signature: _____

Billing Address: _____

City: _____ State: _____ Zip: _____